

American Multiple Industries shipped "pretty close to 500,000 units," or low end of its projected range, of X-rated videogame cartridges, according to Pres. Stuart Kesten. He said adverse publicity scared off dealers, held down sales. Among slower sales areas were L.A. and Suffolk County, N.Y., where local officials attempted to keep cartridges out of stores. AMI still has legal action pending against Suffolk, is being sued by Atari. Beat 'Em & Eat 'Em and Custer's Last Stand each accounted for about 40% of sales, Bachelor Party 20%, according to Kesten who said 15-20% of total moved through video specialty outlets. Where visible, games "did very, very well," Kesten claims. As for competition, there's been "lots of talk," but no action. AMI will introduce 4 new games at WCES, plans first point-of-purchase campaign early this year.

Game notes 6